

MASON ROW

Retail Project Plan

This Retail Project Plan is the product of a collaborative effort between Spectrum Development and its retail consultant and leasing agent Streetsense. Streetsense is a nationally recognized retail strategic planning and leasing firm that is headquartered in Bethesda, MD.

MASON ROW - MARKET ASSESSMENT

The area comprised of McLean, North Arlington and Falls Church is strong, with a healthy local economy and vibrant local neighborhoods; the area boasts some of the strongest demographics in Northern Virginia. The area's residents, however, are underserved in most retail categories, especially when compared to comparable areas in the Washington region. Leesburg Pike, one of the area's primary commercial corridors and transportation arterials, is the logical focal point and place of congregation for the surrounding communities, but instead this commercial corridor suffers from poor planning and is lacking a sense of place, that is so essential to the vitality and quality of life of any healthy urban or semi-urban community. **The Falls Church/McLean/North Arlington sub-market is dominated by generic shopping malls, power centers and service-oriented strip centers and it is devoid of any commercial destinations with a strong sense of place.**

Mason Row Project Design

The project's merchandising plan will evolve around the project's unique spaces and features, while responding to external influences and neighboring blocks and uses. It is important to encourage connectivity with surrounding neighborhoods, their residents, businesses and visitors and to provide the surrounding area with something that is commercially, recreationally and socially unparalleled in the marketplace. **Mason Row will be among the prime visual, social and commercial anchors in the area and will feel more like an urban, open, public space than an enclosed "mall" or suburban shopping center.**

The Falls Church market area is currently noted for sprawling, suburban-oriented communities and commercial centers, limited great "places," exist. The proposed project's plan and architecture will complement the neighborhood and make an invaluable contribution to the character of Broad Street, West Street and the surrounding communities. The great potential this project holds is its ability to anchor and reinforce the area's renaissance. It will encourage a myriad of tangible and intangible economic and social spin-offs to surrounding commercial areas and neighborhoods.

Parking

The availability of convenient public parking in Falls Church is limited. Many well-located mixed use projects and retail businesses in the area are struggling because parking is in short supply or because accessing it and walking from parking to shopping or dining is inconvenient and/or undesirable. For this reason, Mason Row is paying a tremendous amount of attention to parking availability, accessibility and circulation.

The current parking plan at Mason Row is strong, boasting an abundance of dedicated retail spaces (greater than 4.5 spaces per 1,000 sf of retail space), plus shared parking during non-peak hours. In an effort to maximize convenience, retail parking has been centrally located in close proximity to Mason Avenue and has been separated from residential, and office parking, which will maximize convenience and overall experience for retail customers. Parking circulation has been carefully thought through, with multiple points of ingress/egress for vehicles; the same goes for drivers once they've parked, as there will be multiple paths of travel for the pedestrian, to maximize convenience. Overall, strong attention has been paid to making the pedestrian experience (from car to street) a quick, convenient, safe and comfortable experience, with high floor-to-floor garage ceilings and well-lit, wide sidewalks. Street parking on Mason Avenue has been maximized where possible; such teaser parking will strengthen the pedestrian environment and will enhance perceptions of the parking amenity. Mason Row will compete effectively with neighboring strip centers, Tysons Corner and Mosaic, because of the convenience, abundance and safety of its parking.

Mason Avenue and Market Square – an urban market street and plaza

While Broad Street and (to a lesser extent) West Street will represent the building's first impression in terms of approach, the market street and market square design, paired with the tenants surrounding it, will be the prime focal point of the project and will be its most distinguishing feature. Mason Avenue and the execution of its design is of paramount importance to the success of Mason Row. Unlike most new development in Falls Church, Mason Avenue adds a one-of-a-kind landmark space to the interior of the site that a single street-oriented infill building cannot. Such a space brings with it an identity-creating element that, while located within the project's interior, will give Mason Row its "face." The retail Avenue brings with it the opportunity to create a hierarchy of public spaces with outdoor seating areas—not to mention enhanced circulation—within the site and to the surrounding area. With careful design and thorough attention to detail when it comes to material selection, the space has the potential to be an authentically urban public space that puts Mason Row on the regional map.

Additionally, Mason Avenue is an opportunity to increase retail frontage, leasable area and the number of destinations within the project; all enhancements that separate the project from other infill projects that have been developed in the area in recent years.

RETAIL MERCHANDISING AND LEASING

The Mason Row retail project is an entertainment and food destination at its core. The project is designed to be a pedestrian oriented urban retail market place that is open air and which has significant public gathering space and an abundance of convenient commercial parking on site. The aim of this project's retail merchandising plan is not to compete with existing suburban retail strip offerings or the Tyson's Corner malls, but rather, to provide the surrounding region with merchandising categories and a level of character not currently available, while also encouraging a high level of connectivity with surrounding neighbourhoods and existing businesses in the area.

Based on research of the current competitive landscape for retail and the assessment of the market by Streetsense, Mason Row is being merchandised to create an entertaining shopping environment, which has a high quality, urban movie theater, a well-curated mix of high quality restaurants—full-service and limited-service--and neighborhood serving retail shops, coupled with high, public space-oriented design.

Additionally, the location on the bike trail sets the stage for a unique and interactive retail environment in Falls Church.

Cinema

Movie theater and retail shopping audiences are seeking the same goal when visiting a retail destination such as Mason Row, which is entertainment and socialization. **Movies help draw visitors to a retail project and the shopping and dining that a well-designed retail atmosphere creates is substantially beneficial to a movie theater, who wants its guests to have complementary reasons to visit the theater.** The movie theater business has reinvented itself over the past few years. Theaters are focusing on smaller, more intimate venues with fewer seats. Many theaters are making a luxury experience their prime focus, while others are looking to food and beverage offerings to entice viewers. Some theaters are concentrating on both, offering separate restaurants and a higher end food and service experience.

Mason Row is ideally suited for a high quality movie theater because of its superior, high quality place making and because of its abundance of quality restaurants and convenient commercial parking.

The movie theater in Mason Row will be a smaller urban design theater with no more than 8 screens (limited to 800 seats) and a cocktail lounge and or restaurant and will complement the public space and other restaurants in the project. The Mason Row Theater concept will have 1st Run movies from the Hollywood Studios as well as some smaller budget films and will host special themed film events and community and charity events with special film showings, which showings would be related to a specific community or charity event.

Full-Service Dining

Falls Church is underserved in the full-service dining category. Full-service restaurants currently in the immediate vicinity of the Mason Row site are predominately lower quality national chains and locals. Many of the area's full-service restaurants suffer from parking deficiencies and rely too heavily upon pedestrian traffic, in a market in which the automobile is the preferred mode of travel. As a result, most of the area's residents travel to Mosaic, Tysons Corner, Clarendon or even downtown Washington for destination dining. Through high quality place making, having a well-recognized theater in the project and abundant, convenient parking, Mason Row is ideally suited for high quality restaurants that are geared toward discerning, higher demographic families that reside in the Falls Church market area. **Mason Row will target approximately 20% of the total ground floor retail space for Full-Service dining.**

Limited-Service Dining

Limited service food and beverage uses (also referred to as "fast casual") can add a layer of amenity for the consumer who doesn't want to eat in a full service environment every day or night. A more casual, less costly commitment will increase the customer base, the number of trips per customer and the subsequent number of day parts during which the Mason Row project is active. Limited-service dining—particularly during lunch—is primarily for people who have a limited amount of time and therefore **Mason Row will have an advantage in serving this category, over many other mixed use projects and strip retail centers in the area, because of Mason Row's superior place making and due to the large amount of convenient retail parking that Mason Row provides for short term retail visitors. Mason Row will target approximately 30% of the total ground floor retail space for Limited-Service dining.**

Additional focus is being placed on high quality brands; particularly trendy Washington area restaurants, which might have a broader reach than some chains who are already over exposed in the marketplace and therefore who would draw from a smaller trade area. Mason Row has made a specific commitment in the Voluntary Concessions to the City, to provide outdoor patio seating space for the Food & Beverage retail tenants and that there will be no less than 20,000 square feet of commercial space offered to and exclusively retained for initial leasing to Food and Beverage retailers.

Neighborhood Services Retail and Other Conditional Retail Uses

Falls Church is already populated with basic service retail; however, a finely-tuned mix of neighborhood-oriented uses and a tenant mix that rises above the current offering will generate foot traffic throughout the day, week and year and will do so in a way that is complimentary of other high quality uses and is consistent with a high quality retail environment. **The Mason Row project has committed to limiting the amount of retail space for this category to no more than 15% of the total ground floor retail space in the project.** This commitment is documented in the Voluntary Concessions terms and conditions made by Spectrum Development and the Mason Row project.

Specialty Retail

This retail category will include important retail offerings that contribute to the overall sense of place for the Mason Row project. These retailers offer a limited variety of specialty products that are not readily available in most neighborhood shopping centers. This retail category will cover the product segments, other than the Retail Services/Conditional Retail Uses category, from the group of retail categories listed at the end of this document in the section marked Retail Categories for the Leasing Program. These Specialty stores are most often built out and configured using special lighting packages and building materials and paint schemes to promote a theme or brand of product. **The Mason Row project will target approximately 35% of the total ground floor retail space for the Specialty Retail category.**

MARKET SQUARE - PROGRAMMING THE PUBLIC SPACES AT MASON ROW

The retail component and market square at Mason Row will drive the character of the project and will establish its relationship with the community and surrounding region. High quality public gathering space, architecture and planning, strong accessibility, market-appropriate merchandising and high quality tenancy will dictate the retail's success. The sum of all its parts will be the main attraction; the degree of which can be greatly enhanced by supplemental, complimentary programming of its public areas. A site as prominent and centrally-located as Mason Row possesses exceptional potential for events that are highly visible and far reaching. Falls Church presently lacks a commercial place with which the residents of the community collectively identify for social gathering. As a result, **there is a tremendous amount of potential for events that support and promote Mason Row and strengthen its relationship with the immediately adjacent and surrounding communities.** Conveniently, Mason Row will possess the public spaces to accommodate such events and these spaces are designed in a way that will maximize their influence on the public and their general degree of success.

Such events are the ultimate "destination use," bringing to the project people who might otherwise be difficult to attract. **One-off events and regularly scheduled events that people can come to expect on specific dates (daily, weekly, monthly or annually) are effective in luring customers who might not otherwise be drawn to the project; they are also tremendously effective in drawing infrequent visitors to**

the project on an increased basis. Frequency of attendance promotes customer loyalty and is more likely to induce changes in existing shopping and socializing patterns within the project's trade areas; it is also a way of separating the project from other area retail shopping competitors.

Programmed Event Examples

Showtime for Kids

Interactive outdoor plays where kids are invited to participate with local stage troupes in key roles, adding to and changing the storyline.

Seasonal Concert Series

Weekly concert events, featuring local talent.

Weekly Farmers Market

A featuring of local farmers, food and craft merchants, spilling out onto streets and sidewalks.

Fall Season Farmers Market and Extravaganza

Vendors from around the region congregate to showcase Fall-related goods and specialties, featuring pumpkin carving lessons, a costume parade and live performances.

Annual Cook-off

Competition featuring popular local chefs and restaurateurs.

Annual Film Festival and/or Regular Outdoor Screenings

Sponsored by local companies and institutions, partnered with project cinema tenant.

Theatre in the Round

Theatrical performances by various local troupes.

Art Walk

Exhibits and demonstrations by local artists and art institutions.

"Mason Row will be a unique, local landmark. Paired with an anchor cinema use, strong emphasis on unique restaurant concepts and public events that work in concert with the project's design and its surroundings, will make this project highly identifiable". (Streetsense)

Retail Categories for the MASON ROW Leasing Program

FOOD

- (1) Fast Casual Restaurants with or without Patio Seating – Pizza/Sandwiches/Burgers/Sushi/Pasta, etc.
- (2) Full Service Dining with or without Patio Seating
- (3) Food Markets – Gourmet Butcher/Fresh Seafood Market/Cheese Shop/fresh vegetables & fruits
- (4) Coffee Shop
- (5) Ice Cream and Yogurt
- (6) Chocolate Shop
- (7) Wine Shop
- (8) Tavern/Bar Restaurant
- (9) Specialty Tea Store
- (10) Candy store
- (11) Baked goods store
- (12) Food Catering

BOUTIQUES – SMALL RETAIL SHOPS

- (1) Personal Beauty Products
- (2) Candle & Soap Shop
- (3) Fashionable Clothing
- (4) Lifestyle Clothes - Vacation Wear
- (5) Jewelry
- (6) Home Accessories & Gifts
- (7) Children's Apparel – Baby Accessories for the home & travel
- (8) Kitchen Accessories & Cookware

- (9) Premier Paperie – Card Shop
- (10) Artisan Olive Oil & Vinegar
- (11) Art Gallery/Art Studios/Art Framing
- (12) Flower Shop
- (13) Toy store
- (14) Music store
- (15) Shoe store
- (16) Leather Goods
- (17) Book store

SPORTS

- (1) Bike Shop with Bike Service/Repair
- (2) Running Store
- (3) Athletic Wear Store
- (4) Sporting Goods
- (5) Ski shop
- (6) Boating store

HOME FURNISHINGS/ACCESSORIES/GIFTS

- (1) Home Furnishing & Interior Design
- (2) Lamp/Lighting shop
- (3) Carpet store
- (4) Windows/Window Treatments

ELECTRONICS

- (1) Computer Store
- (2) Wireless Telephone

- (3) Electronics store
- (4) Computerized Games

WELLNESS (Mainstream)

- (1) Fitness Center
- (2) Health Supplements
- (3) Pharmacy

FINANCIAL SERVICES (Mainstream)

- (1) Bank Retail Branch Office – with no drive thru

THEATER

- (1) Movie Cinema or Cinema Draft house/Dine-In Theaters
- (2) Live Stage Theater/Performing Arts

GROCERIES

- (1) Grocery store
- (2) Convenience store

NEIGHBORHOOD SERVICES RETAIL and OTHER CONDITIONAL RETAIL USES (This Retail Category is Limited to 15% of Total Ground Floor Retail in the Mason Row Project – Addressed in the VCs)

- (1) Packaging and Shipping store
- (2) Copy shop
- (3) Cleaners
- (4) Office Supplies
- (5) Child Learning Center
- (6) Child Fitness Center

- (7) Hardware store
- (8) Shoe repair
- (9) Travel Services
- (10) Yoga & Pilates Studio
- (11) Spa Treatments and Acupuncture
- (12) Dentist/Doctor's Office, Urgent Care
- (13) Private Wealth Management Office
- (14) Insurance Office
- (15) Accounting and Tax services
- (16) Small Pet Shop/Dog Training
- (17) Hair Styling
- (18) Antiques
- (19) ABC Liquor store